

Members

Sen. James Merritt, Chair
Sen. David Ford
Sen. Allie Craycraft
Sen. James Lewis
Sen. William Ruppel, Vice-Chair
Rep. Phyllis Pond
Rep. Robert Bischoff
Rep. Phil Pflum



STATE FAIR ADVISORY COMMITTEE

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Authority: IC 15-1-1.5-4

MEETING MINUTES¹

Meeting Date: October 11, 2006
Meeting Time: 10:30 a.m.
Meeting Place: Indiana State Fairgrounds,
Administration Building Conference
Room
Meeting City: Indianapolis, Indiana
Meeting Number: 2

Members Present: Sen. James Merritt, Chair; Sen. David Ford; Sen. Allie Craycraft;
Sen. James Lewis; Sen. William Ruppel, Vice-Chair; Rep. Phyllis
Pond; Rep. Robert Bischoff; Rep. Phil Pflum.

Members Absent: None.

Call to Order: Sen. Merritt called the meeting to order at 10:30 a.m.

Remodeling of the Administration Building: Cindy Hoye, Director, Indiana State Fair, described the remodeling work that had been completed on the Administration Building. The building was expanded in 1927. It is the oldest original structure on the State Fairgrounds. The original intent of the 2006 renovation was to address mechanical and electrical fixtures. The entry way was remodeled and the front of the building was renovated to duplicate its 1927 facade.

Recap of the 2006 Indiana State Fair: Director Hoye provided an overview of the 2006 State Fair. Exhibit 1, "Memories Made at the 150th Indiana State Fair," highlights the activities of the Fair. The 2006 attendance, 870,052, exceeded the 2005 attendance of 820,248. In 2004, the Fair recorded the highest attendance ever of 900,365. Articles from the Indianapolis Star, the Indianapolis Business Journal, and AgriNews that report on the Fair are provided in Exhibit 1. Attendance statistics and results of a customer satisfaction and State Fair trends survey are

¹ Exhibits and other materials referenced in these minutes can be inspected and copied in the Legislative Information Center in Room 230 of the State House in Indianapolis, Indiana. Requests for copies may be mailed to the Legislative Information Center, Legislative Services Agency, 200 West Washington Street, Indianapolis, IN 46204-2789. A fee of \$0.15 per page and mailing costs will be charged for copies. These minutes are also available on the Internet at the General Assembly homepage. The URL address of the General Assembly homepage is <http://www.in.gov/legislative/>. No fee is charged for viewing, downloading, or printing minutes from the Internet.

also contained in Exhibit 1.

Budgets of the State Fair Commission and the Center for Agricultural Science and Heritage (CASH). Mark Hindsley, Controller, State Fair Commission, provided an overview of the budgets for the State Fair Commission and CASH. (See Exhibit 2.) The Commission receives \$6.2 M from riverboat proceeds.

Strategic Plan for the Indiana State Fair: Director Hoye reviewed the tentative master plan for capital improvements at the Fairgrounds. The next buildings to be renovated are the Pepsi Coliseum and the ice plant.

The plans for the Fairgrounds in the past have primarily involved capital and maintenance plans, but never a "business" plan. Director Hoye presented a working document of a business plan entitled "Initiatives for Strategic Plan". (See Exhibit 3.) The strategic plan explores additional parking and transportation options; the future of Standardbred racing, motor racing, and the use of the infield; the exploration of partnerships with various entities; education strategies; and other potential uses and improvements of the Fairgrounds.

Brose McVey, NexPoint consultant, emphasized that the deliberations for the strategic plan involved all interested parties and state departments. He noted that part of the mission of the Fair was to inform the nonfarm public about food and fiber production. The Fair could also be a testing grounds for best practices in agricultural education.

Justin Armstrong, Director of CASH, described the development and possible additional development of the north side of the Fairgrounds. He has met with interested stakeholders and plans for "Hoosier Heritage Days" in the fall and "Celebration of Our Land" in the spring. The programs will focus on environmental as well as agricultural education. (See Exhibit 4.)

CASH also plans educational outreach programs through the use of a van. (See Exhibit 5.) CASH has hired a new staff person to use resources from stakeholders in the programs and to incorporate state educational objectives. CASH is working with the IUPUI School of Education to work on evaluations of the programming.

Recognition of Senator Allie Craycraft: Sen. Merritt acknowledged that the meeting was the last meeting for Senator Allie Craycraft, who had earlier in the year announced his plans to retire. Senator Merritt expressed his appreciation to Senator Craycraft for his work for the state, his honor and integrity. He also wished Senator Craycraft well in his future endeavors.

Senator Craycraft expressed his appreciation and noted the progress that he had witnessed over his tenure on the committee.

Adjournment: There being no other business to come before the committee, Sen. Merritt adjourned the meeting at approximately 11:45 a.m.